

ABSTRACT OF THE DISCLOSURE

An electronic open market system for preventing contents from being stale, for eliminating differences in an amount of available information, and for eliminating obstacles to computer system linkages, by means of a method, comprising the steps of: (a) storing public data enabled to be viewed by standardizing attribute information about the same products (or services) supplied by a plurality of suppliers so as to compare the information with each other and non-public data including transaction rules set for each combination of a supplier and a buyer as a database for an agent; (b) the buyer's reading and viewing the public data from the database via a data communication network to select a desired product and to apply to the agent for a transaction of the selected product; (c) the agent's reading the transaction rules depending upon the buyer having applied for the transaction from the non-public data, making estimates, and presenting them to the buyer; (d) the buyer's determining a supplier and purchase conditions on the basis of the estimates presented; and (e) the agent's carrying out ordering procedures for the buyer and the supplier on the basis of the determined purchase conditions.